



South China Morning Post - Life

The SCMP's new LIFE broadsheet, appears within the City section of the newspaper five days a week. Created in response to readers' demands, LIFE makes use of the best content around to give readers more of what they want, more often.

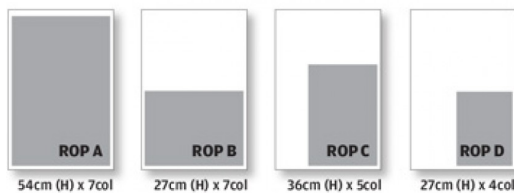
The front page of the section will provide a broader perspective on Culture, featuring issues such as the environment, heritage, community issues and human interest stories. Dedicated pages will be divided into category as follows:

- Monday: Digital Life
- Tuesday: Fitness & Well-being
- Wednesday: Travel & Leisure
- Thursday: Arts & Entertainment
- Friday: Food & Drink

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ROP C	36cm (H) x 5col		¥ 39,060	¥ 49,500	¥ 68,040
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ROP



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